

	Ultrawet D.S.	n-butanol	n-butanol citric acid
H	67.05	63.54	61.49
T	40.15	26.70	23.95
C	98.08	98.80	98.71
% RECOVERY	67.93	79.45	80.61
% CHANGE VS. ULTRAWET COLLECTION PERIOD	0	+16.97	+18.67

H= $\%$ acid insoluble content of ore
T= $\%$ acid insoluble content of tailings
C= $\%$ acid insoluble content of cleaner concentrate

OVERSIZE COUNT

Number percent particle size distribution of

"66 U"-Ultrawet D.S. Floated Talc 1/29/74

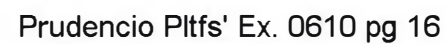
SIZE (microns)	NUMBER	% GREATER THAN STATED SIZE
1.0	4113	100.00
2.5	3712	90.25
5.0	2431	59.11
10	1106	26.89
15	556	13.52
20	297	7.22
30	79	1.92
40	36	.88
50	12	.29
60	2	.05

9.15

MEAN SIZE = 8.62 microns

Note:

Limiting Detection Threshold = 2.0 microns



OVERSIZE COUNT

Number percent particle size distribution of

"66 A"- Butanol Floated Talc 1/29/74

SIZE (microns)	NUMBER	% GREATER THAN STATED SIZE
1.0	4399	100.00
2.5	4139	94.08
5.0	2836	64.46
10	1323	30.07
15	757	17.20
20	401	9.11
30	126	2.86
40	41	.93
50	14	.31
60	3	.06

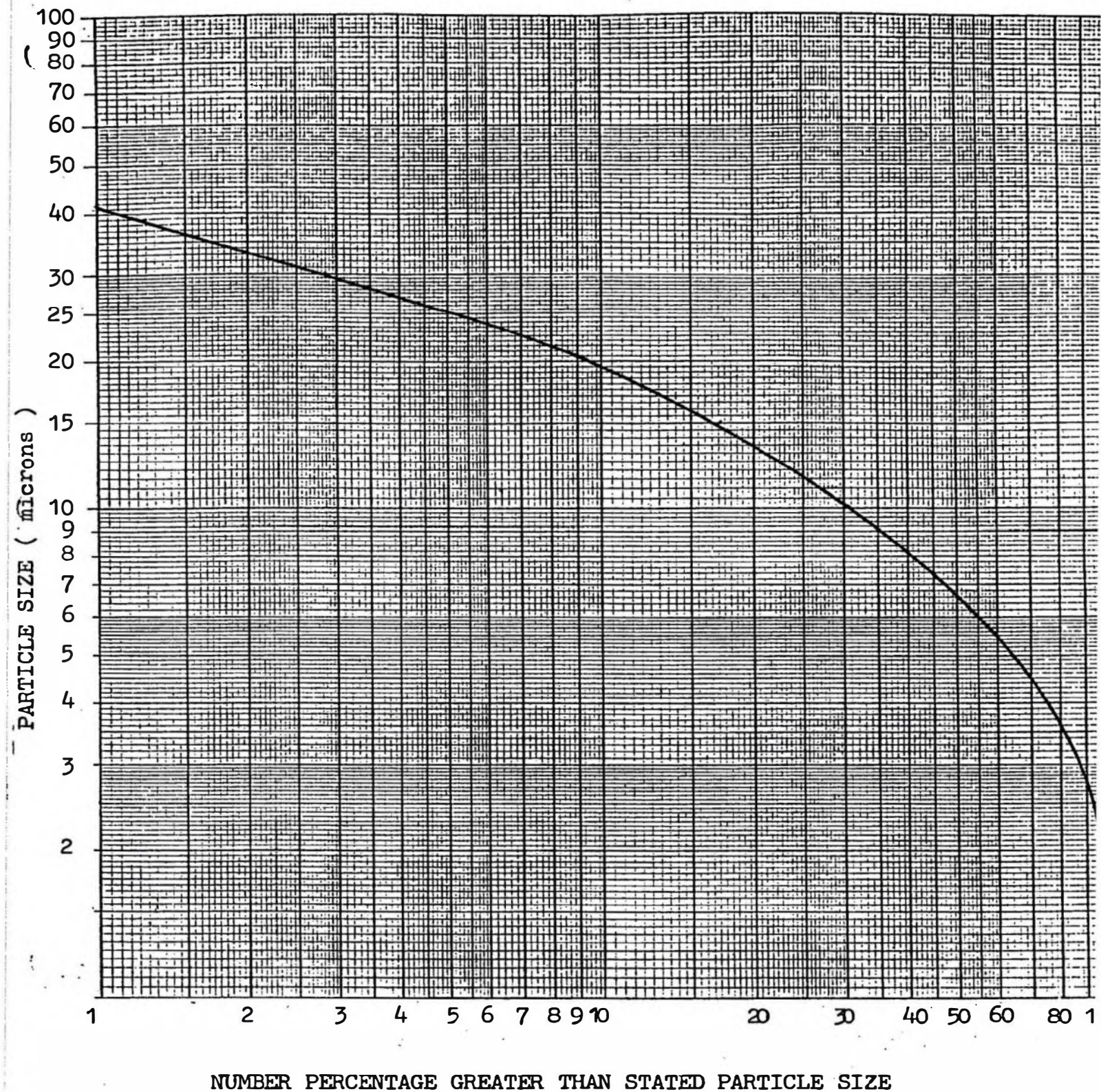
} 5.9^u

MEAN SIZE = 9.39 microns

Note:

Limiting Detection Threshold = 2.0 microns

NUMBER PERCENT PARTICLE SIZE DISTRIBUTION BY OVERSIZE COUNT OF
"66 A"- N-butanol Floated talc 1/29/74



OVERSIZE COUNT

Number percent particle size distribution of

"66 AC"- Butanol,Citric Acid Floated Talc 1/29/74

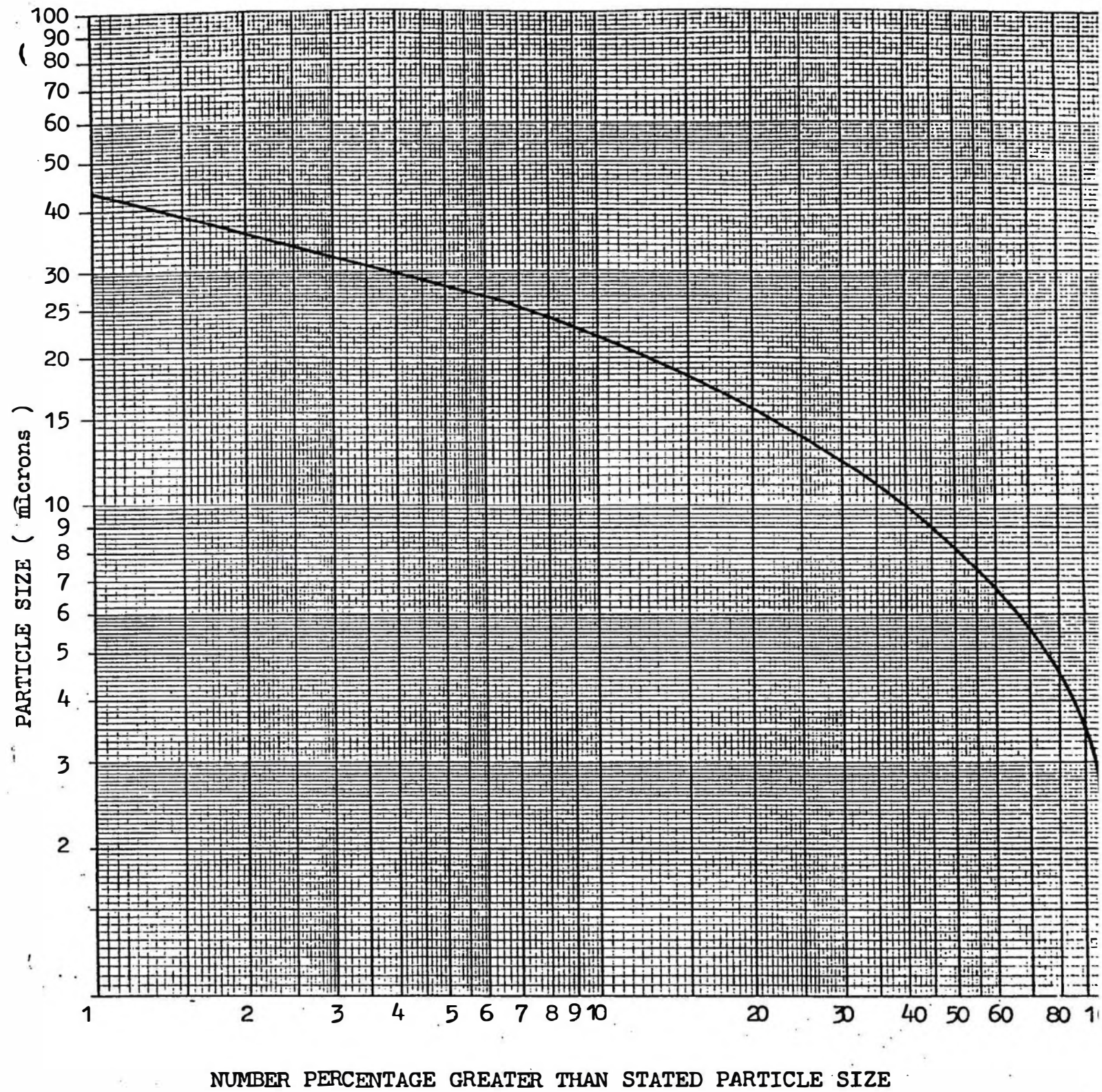
SIZE (microns)	NUMBER	% GREATER THAN STATED SIZE
1.0	4035	100.00
2.5	4003	99.20
5.0	3105	76.95
10	1632	40.44
15	863	21.38
20	513	12.71
30	160	3.96
40	53	1.31
50	12	.29
60	8	.19

} 0.4

MEAN SIZE = 11.08 microns

Note:

Limiting Detection Threshold = 2.0 microns



Weight percent particle size distribution
by Andreasen Sedimentation Pipette
of Ultrawet Floated Grade "66 U" Production Talc 1/29/74

Time (min.)	Height (cm)	Wt. (mg)	Equivalent spherical diameter (microns)	Percent less than stated size
2	20.50	89.3	43.0	87.3
4	20.08	72.1	30.1	70.1
6	19.66	52.1	24.3	50.1
30	19.24	20.0	10.8	18.0
60	18.82	12.0	7.5	10.0
90	18.40	9.2	6.1	7.2
130	17.98	7.4	5.0	5.4

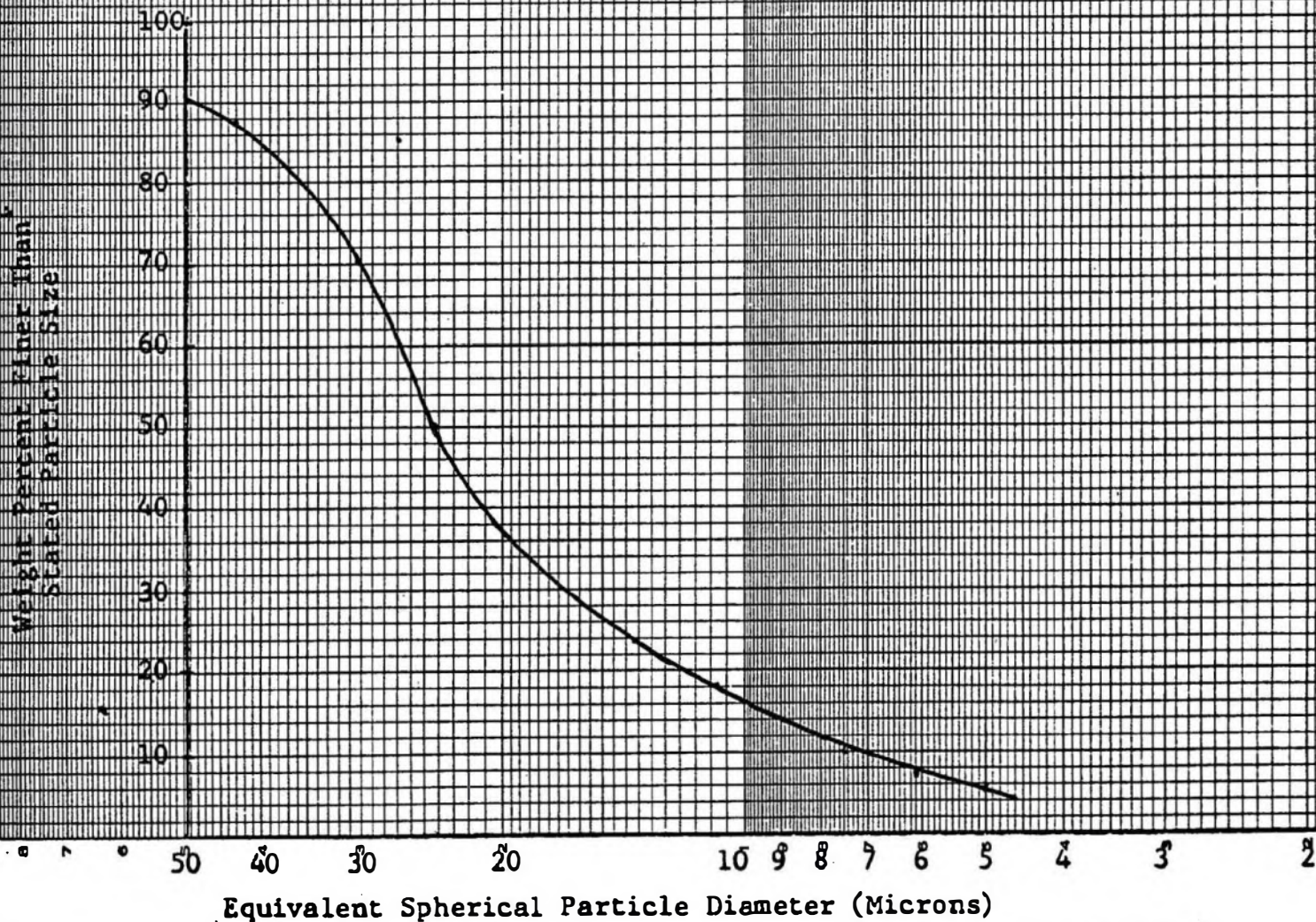
Particle Size in Microns
(Equivalent Spherical Diameter) Percent by weight

Less Than	Greater Than	
	43.0	12.7
43.0	30.1	17.2
30.1	24.3	20.0
24.3	10.8	32.1
10.8	7.5	8.0
7.5	6.1	2.8
6.1	5.0	1.8
5.0		5.4

Particle Size Distribution

By Andreasen Pipette of Ultramet Floated Grade "66 U"

Production Talc 1/29/74



EUGENE DIEZEL CO.
MADE IN U.S.A.

NO. 340-L210 DIEZEL GRAPH PAPER
SEMI-LOGARITHMIC
2 CYCLES X 10 DIVISIONS PER INCH

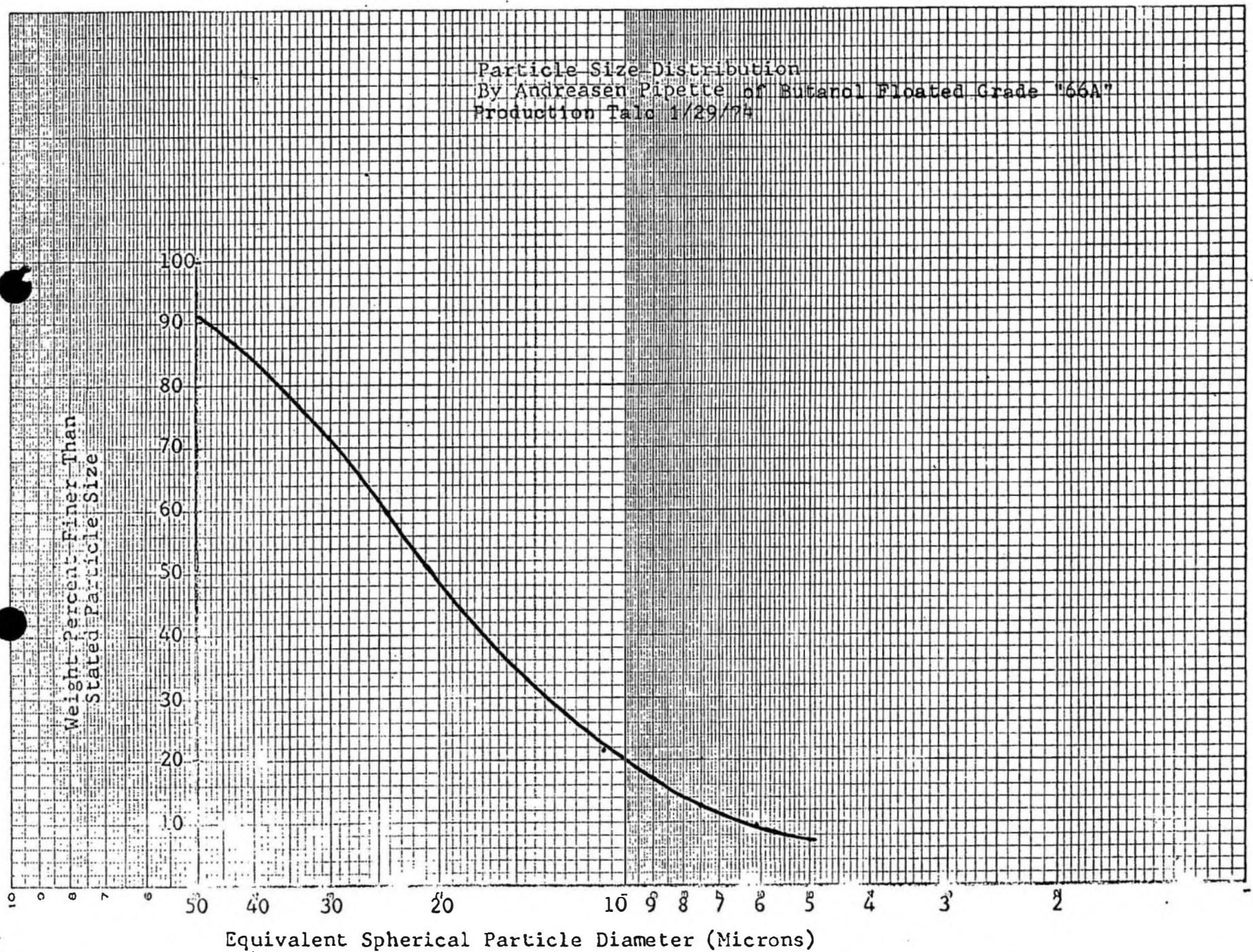
Weight percent particle size distribution
by Andreasen Sedimentation Pipette
of Butanol Floated Grade "66A" Production Talc 1/29/74

Time (min.)	Height (cm)	Wt. (mg)	Equivalent spherical diameter(microns)	Percent less than stated size
2	20.50	88.6	43.0	86.6
4	20.08	73.9	30.1	71.9
6	19.66	61.8	24.3	59.8
30	19.24	23.6	10.8	21.6
60	18.82	14.7	7.5	12.7
90	18.40	11.7	6.1	9.7
130	17.98	9.1	5.0	7.1

Particle Size in Microns Percent by weight
(Equivalent Spherical Diameter)

Less Than	Greater Than	
	43.0	13.4
43.0	30.1	14.7
30.1	24.3	12.1
24.3	10.8	38.2
10.8	7.5	8.9
7.5	6.1	3.0
6.1	5.0	2.6
5.0		7.1

Figure 7



Weight percent particle size distribution
 by Andreasen Sedimentation Pipette
 of Butanol-Citric Floated Grade "66AC" Production Talc 1/29/74

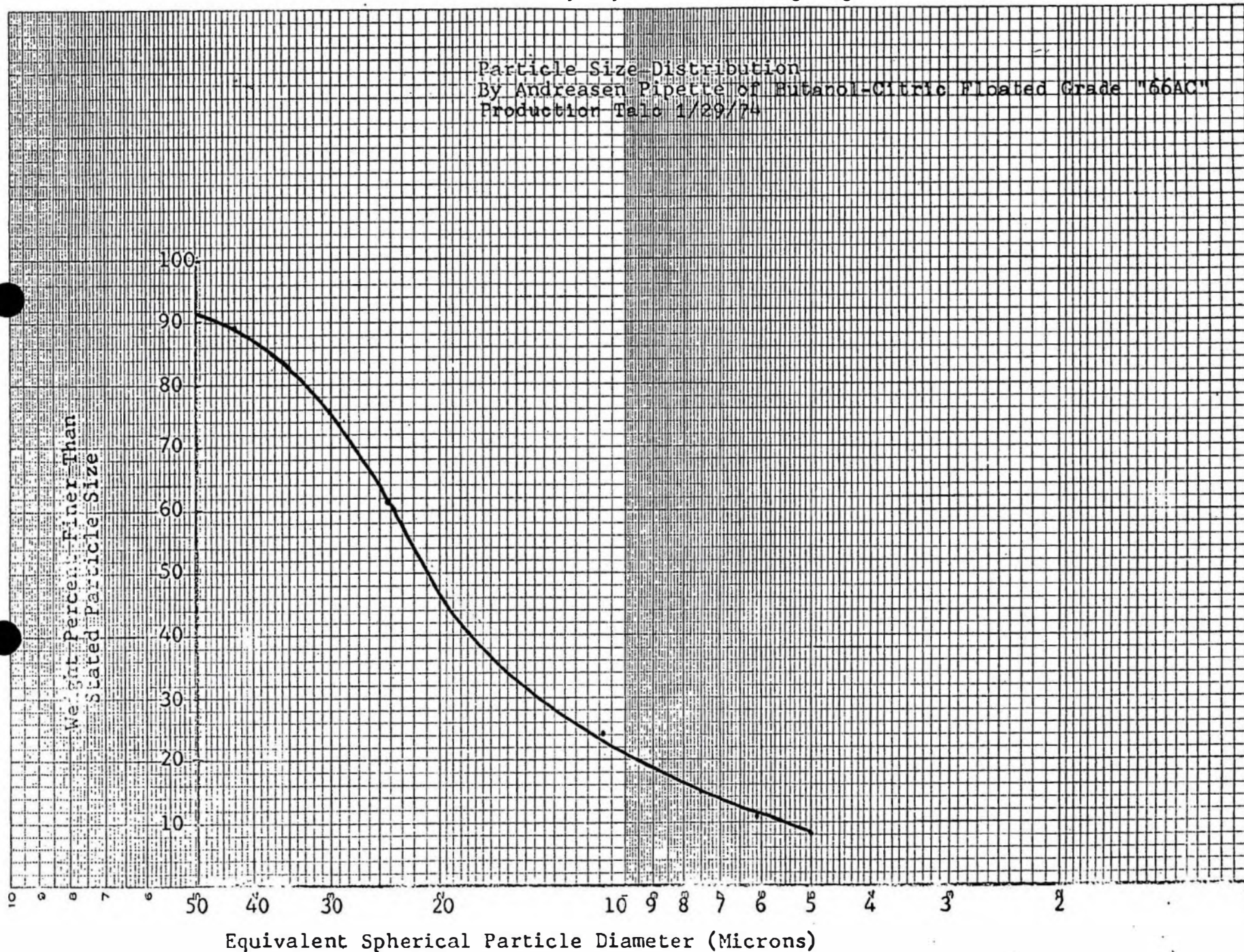
Time (min.)	Height (cm)	Wt. (mg)	Equivalent spherical diameter(microns)	Percent less than stated size
2	20.50	90.7	43.0	88.7
4	20.08	77.9	30.1	75.9
6	19.66	63.2	24.3	61.2
30	19.24	26.1	10.8	24.1
60	18.82	16.9	7.5	14.9
90	18.40	12.9	6.1	10.9
130	17.98	10.1	5.0	8.1

Particle Size in Microns
 (Equivalent Spherical Diameter) Percent by weight

Less Than	Greater Than	
	43.0	11.3
43.0	30.1	12.8
30.1	24.3	14.7
24.3	10.8	37.1
10.8	7.5	9.2
7.5	6.1	4.0
6.1	5.0	2.8
5.0		8.1

Figure 9

Particle Size Distribution
By Andreasen Pipette of Butanol-Citric Floated Grade "66AC"
Production Talc 1/29/74



EUGENE DIEZGEN CO.

NO. 340-1210 DIEZGEN GRAPH PAPER
SEMI-LOGARITHMIC
2 CYCLES X 10 DIVISIONS PER INCH

AMPHIBOLE CONTENT OF REAGENT TRIAL PROCESS SAMPLES

Sample designation	Amphibole level (ppm)
A ore	3000
A product	100-200
B ore	3000
B product	100-200
C ore	3000
C product	100-200

LEGEND:

- A- Ultrawet D.S. trial period
- B- N-butanol trial period
- C- N-butanol-citric acid trial period

Relative amounts of chlorite, dolomite, and magnesite
 with respect to talc

	Chlorite/Talc	Dolomite/Talc	Magnesite/Talc
ORE A	7.0×10^{-2}	0.12	0.27
ORE B	8.6×10^{-2}	0.11	0.23
ORE C	7.4×10^{-2}	0.11	0.25
PRODUCT A	10×10^{-3}	very small	very small
PRODUCT B	8.6×10^{-3}	very small	very small
PRODUCT C	8.5×10^{-3}	very small	very small
TAILS A	0.28	0.78	1.2
TAILS B	2.6	5.7	11
TAILS C	2.4	6.0	12

LEGEND:

- A- Ultrawet D.S. trial period
- B- N-butanol trial period
- C- N-butanol-citric acid trial period

X-RAY DIFFRACTION PATTERNS OF REAGENT TRIAL TALC PROCESS SAMPLES

A- Ultrawet D.S. trial period
 B- n-butanol trial period
 C- n-butanol trial period

C- chlorite
 T- talc
 D- dolomite
 M- magnesite

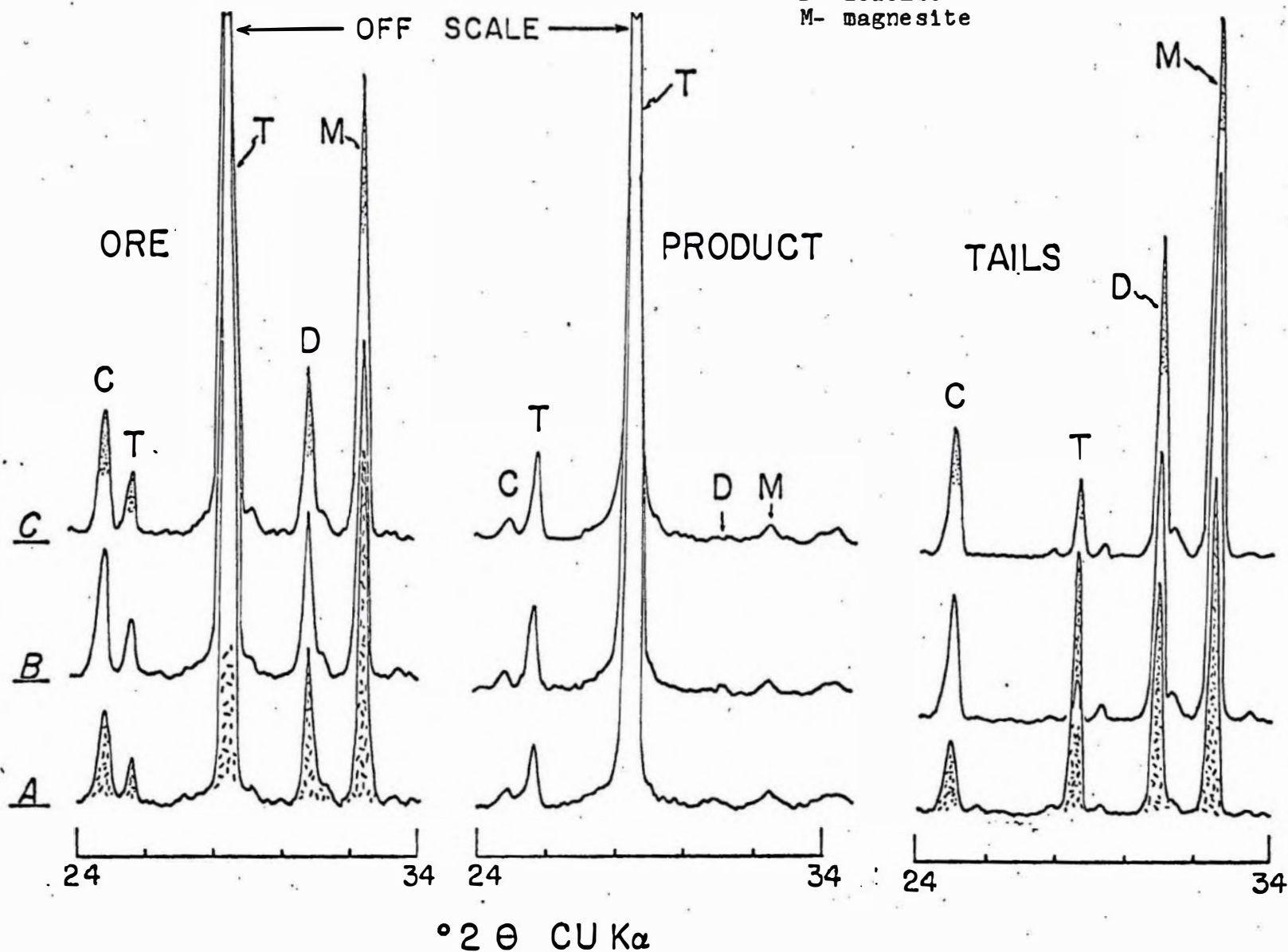
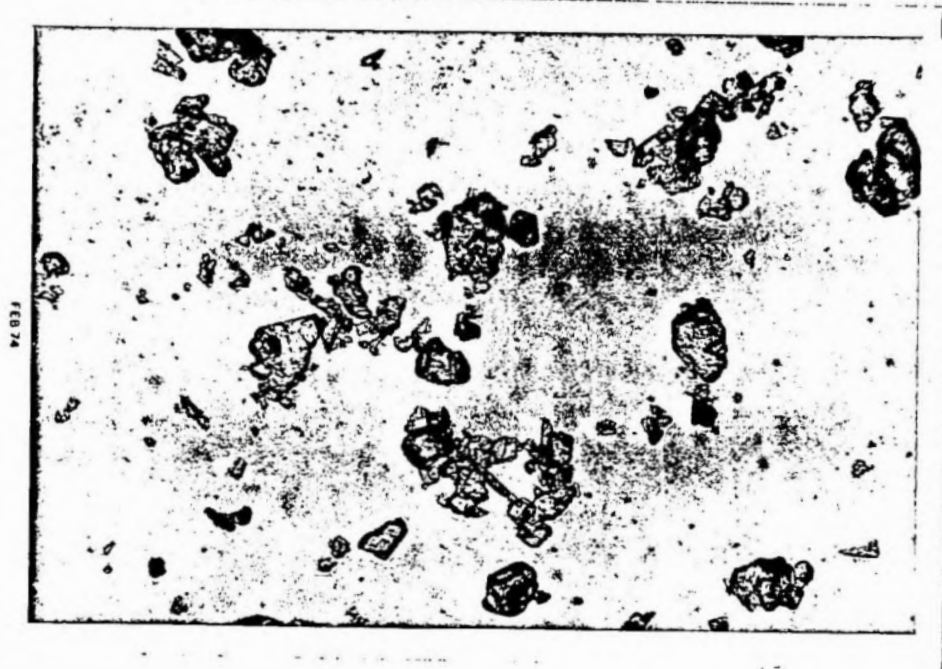
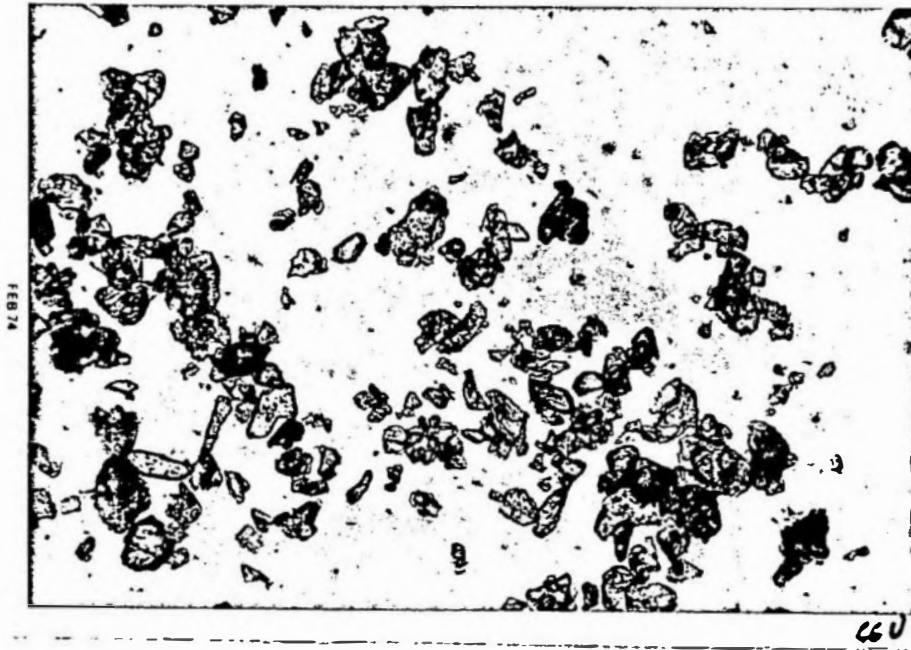


Figure 1



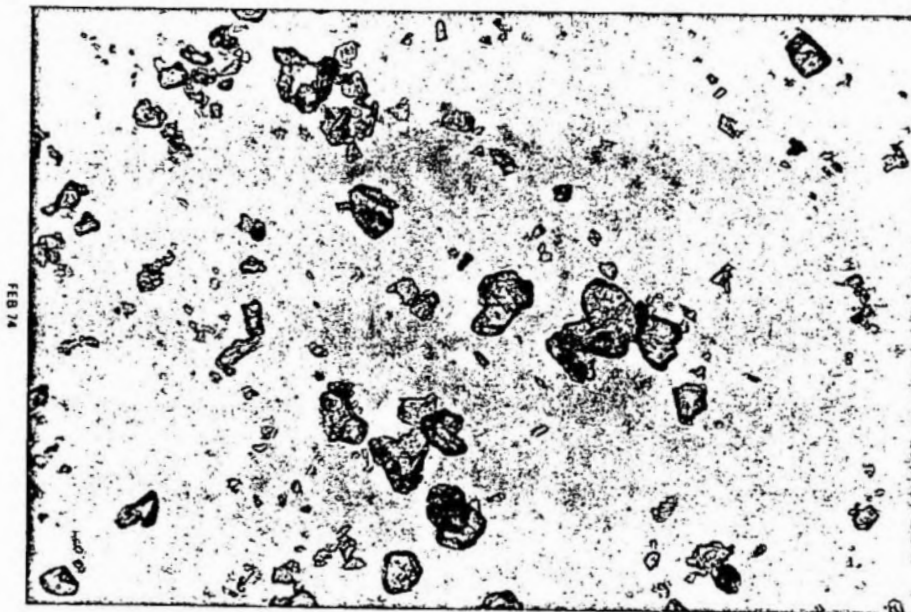
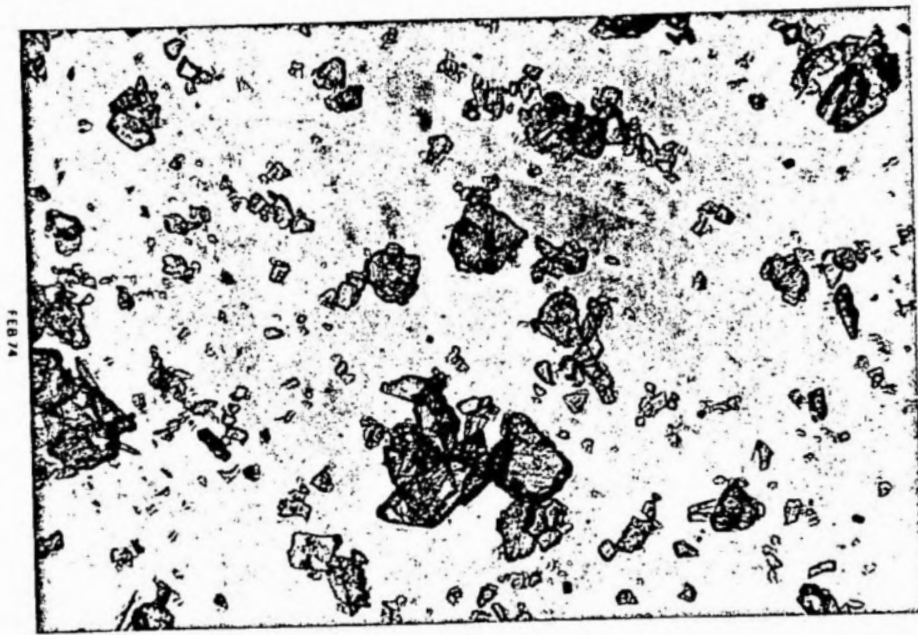
Magnification- 100X

PHOTOMICROGRAPHY OF "66 A"- N-butanol Floated Product



Magnification- 100X.

PHOTOMICROGRAPHY OF "66AC"- N-butanol Floated Product



Magnification- 100X

ASBESTIFORM FIBER COUNTS BY WALTER C. MC CRONE ASSOCIATES

Sample designation	Fiber count per E.M. grid	Fiber identification
66-U-Ore	0	
66-U-Product	1	Probably chrysotile
66-A-Ore	1	Probably chrysotile
66-A-Product	0	
66-AC-Ore	8	Chrysotile
66-AC-Product	1	Chrysotile

LEGEND:

66-U- Time period using Ultrawet D.S.
66-A- Time period using n-butanol
66-AC- Time period using n-butanol-citric acid

ATTACHMENT B

**ASBESTIFORM DEPRESSION
THROUGH THE USE OF
NEW FLOATATION REAGENT SYSTEMS**

INTRODUCTION:

A study was performed at Windsor Minerals to quantify the effectiveness of two new floatation reagent systems in the depression of asbestiform minerals in the floatation process. Analysis of the floated products was accomplished using a Millipore TMC Image Analyzer as the analytical detection device.

CONCLUSIONS:

1. A combination of n-butyl alcohol as a frother along with citric acid as a depressive agent proved to be 20 times as effective as Ultrawet D.S. suppressing asbestiforms in the final product.
2. Using only n-butyl alcohol as a frother proved to be 7 times as effective as Ultrawet D.S. in suppressing asbestiforms.
3. Ultrawet D.S. provided only a minimal suppression of asbestiforms through the floatation process.

EXPERIMENTAL:

Ground ore from the Hammondsville Mine was "doped" with 1.0% by weight of the fibrous form of anthophyllite which occurs as a rare mineral in the Hammondsville ore body, and subjected to a series of laboratory floatations using the following reagent systems:

1. Ultrawet D.S.
2. n-butyl alcohol
3. n-butyl alcohol-citric acid.

The products obtained from these laboratory floatations were scanned on a video monitor coupled to an optical microscope, the system having a useful magnification of 500X. Clearly recognizable asbestiform anthophyllite was counted and totalized over 100 viewed fields. The number of particles viewed in the 100 fields were totalized by means of a complementary computer interfaced to the system. The numbers obtained by this technique were compared to those obtained by an identical analysis of a standard preparation consisting of a Grade "66" product "doped" with 2.0% by weight of fibrous anthophyllite.

RESULTS:

Table 1 gives the data and calculated numerical relationships devised to indicate the effectiveness of the new reagent systems in the depression of fibrous anthophyllite. These relationships, their value and definitions are as follows:

1. Rejection factor: a relationship derived to indicate the weight rejection of anphophylite using a given reagent system. This relationship is arrived at by comparing the anthophylite weight percentage in the floated product to the 2.0% asbestiform "doped" product which represents a floated material having undergone no rejection of asbestiforms from the ore to the product.

The Rejection Factor is defined in these experiments for a given floatation reagent as:

$$\frac{2.0}{\text{anthophylite weight percentage in floated product}}$$

2. Rejection Ratio - This term relates the effectiveness of suppression of asbestiforms by the alcohol based systems, to the existing Ultrawet D.S. system and is defined as follows:

$$\text{Rejection Ratio} = \frac{\text{Rejection Factor of new reagent system}}{\text{Rejection Factor of Ultrawet D.S. system}}$$

Table I Asbestiform Analysis of Cosmetic Grade Talcs Using TMC Image Analyzer.

	<u>2.0% Asbestiform Containing Product</u>	<u>Ultrawet D.S. Floated Product</u>	<u>N-Butyl Alcohol Floated Product</u>	<u>N-Butyl Alcohol Citric Acid Floated Product</u>
Total Fields Counted	100	100	100	100
Total Fibers Counted	298	37	6	2
Total Particles Counted	10681	9166	11416	10103
Weight Percentage Asbestiform	2.00	.2894	.0377	.0142
Rejection Factor	1.00	6.91	53.08	140.94
Rejection Ratio	--	1.00	7.68	20.39

SUMMARY AND REMARKS:

The data shows a profound influence of the alcohol based reagent system upon the amounts of asbestiforms reporting in the floated product. It is apparent that the system which includes citric acid is more effective than n-butanol alone.

Although the data was accumulated for the specific mineral species, fibrous anthophyllite, the same results can be predicted for other fibrous amphibole minerals and chrysotile asbestos found in association with the Hammondsville ore body whose surfaces expose a substantial concentration of magnesium and hydroxyl groups as reactive sites.

A study was made of the mineralogy of talc products and mill tails that were produced by the use of three different flotation schemes. The designations and descriptions used in this report are as follows:

In addition, studies were made of the ore that produced each of the products and mill tails.

Ores, products, and tails were analyzed by x-ray diffraction methods. Copper $\kappa\alpha$ radiation was used and the region $2\theta = 24$ to $2\theta = 34^\circ$ was scanned. This 2θ region contains important peaks from talc, chlorite, dolomite and magnesite. Examples of runs are shown on Figure 1. The data in Table 1 was obtained by averaging peak heights from three scans of each sample.

Materials were studied for amphiboles by means of the heavy-liquid-benzethonium chloride method described in the Windsor Mineral Report of March, 1974. To improve separation and subsequent semi-quantitative estimation of amphibole, product samples were spiked with dolomite and tourmaline, sized 10-40 μ , to better simulate the ores, which behave well in the amphibole separation procedure.

RESULTS:

Figure 1 shows the x-ray diffraction patterns of ores, products, and tails associated with each of the flotation procedures. Peaks are labelled C = chlorite, T = Talc, D = dolomite, and M = magnesite. The results clearly show

- (1) the low chlorite, magnesite, and dolomite in all of the products
- (2) the large amounts of magnesite, dolomite, and chlorite in ores and tails
- (3) the low concentration of talc in tails B and C

Ores A, B and C are similar as are products A, B and C. The only significant difference among the three treatments shows in the tails; those from treatment A (ultrawet) clearly have a much large talc content than do the tails from the butanol or the butanol-citric acid experiment.

Table 1 shows data tabulated from repeated (three times) runs similar to those shown on Figure 1. The values are meaningful only in a relative sense. There appear to be no significant differences among ores A, B and C, and products A, B and C.

The major difference is among the tails, where tails A is clearly much richer in talc than tails B or tails C.

It is concluded that:

- (1) The ores used for the three flotation experiments are very similar or identical in mineralogy
- (2) The products A, B and C are similar except that product A does have a slightly higher chlorite content
- (3) The tails for B and C are similar, but tails A is clearly higher in talc. Hence, the ultrawet flotation agent clearly produced a higher loss of talc to the mill tails than did the butanol or butanol-citric acid reagents

The results from the amphibole separation are somewhat ambiguous because of the difficulties in obtaining reproduceable extractions from the products. However, the tourmaline added to products A and B was recovered to within $\pm 10\%$ for each, giving confidence in the efficiency of the separation. Based on optical estimates from these samples, and separations of the three done without tourmaline, it is concluded that all three products contain essentially similar concentrations of actinolite, and that its absolute concentration lies between 100 and 200 ppm.

CONCLUSIONS:

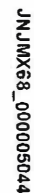
As a result of the mineralogical studies reported here, the following are concluded:

- (1) Ores A, B and C are essentially identical with respect to their concentrations of magnesite, dolomite, chlorite and actinolite

- (2) Tails B and C are identical with respect to talc, magnesite, dolomite and chlorite, but tails A is significantly richer in talc
- (3) Products A, B and C are essentially identical with respect to their concentrations of magnesite, dolomite and actinolite; Product A contains a somewhat larger quantity of chlorite
- (4) Amphibole separations from products are difficult to achieve quantitatively, but the addition of carbonate and silicate carriers seems promising in eliminating the difficulties

ACID INSOLUBLE HEAVY LIQUID RESIDUES FROM PRODUCTS, ORES AND TAILS

***See text**



Prudencio Pltfs' Ex. 0610 pg 49



F

to get it to smell the same and meet all of the new internal standards. Trust me on this.

3. Joyce will be back on Monday so probably it makes sense for Paul to feed back directly to Joyce, if you have not already done so.

4. Are there issues on Talc? Do you need further assistance from Bill?

Lorena

-----Original Message-----

From: Mann, Steven [CPCUS]
Sent: Monday, June 23, 2003 10:02 AM
To: Telofski, Lorena [CPCUS]
Cc: Sterchele, Paul [CPCUS]
Subject: FW: JB Powder w China Talc

Paul tells me Joyce is not returning his calls and the fragrance has several components that are non-compliant with our fragrance policy. From what I understand this whole talc project was kept very secret, so Paul didn't get disclosure of the fragrance formulation until recently. It was so secret that maybe they didn't ask enough questions to be aware of the fragrance policy. They should know, but we can't help if we don't get asked. When we were brought into the loop it was about March, and as is often the case it took weeks to get a CDA in place to get the fragrance formulation. Nevertheless, the fragrance is out of compliance, unless again Carlos et al plan to approach management for a waiver.

Steve

Steven W. Mann, Ph.D., D.A.B.T.
Director, Toxicology
Johnson & Johnson Consumer & Personal Products Worldwide
199 Grandview Road
Skillman, NJ 08558-9418
Tel: (908) 874-1232; Fax: (908) 904-3738

-----Original Message-----

From: Payeur, Joyce [CPCUS]
Sent: Thursday, June 19, 2003 7:43 PM
To: Mann, Steven [CPCUS]; Sterchele, Paul [CPCUS]
Cc: Teloiski, Lorena [CPCUS]
Subject: JB Powder w China Talc

I will be out until June 30 at Green Belt Training.

I have asked Lorena to intercede in my behalf in trying to get tox & safety approval of both the talc and fragrance.

Under my desk is a brown carton containing both the talc and the fragrance used at the Trial batch in Royston in April, should anyone need samples of that material.

The finished Trial Batch material (code 1013RB) and Control (code 1123RB) are in there as well, as are the Certificates of Analysis for both from Royston. Help yourselves to try them or sample them if you wish. More finished product from Royston is in the warehouse, so help yourselves to the two that are there.

I need to have your documents and have the Form B signed for the C.U.T. to stage thru Kirsten Keynes & Consumer Sciences Department. Attached is the Form B I want to submit for your signatures as a reminder.

<< File: JB Powder Form B.doc >>

The specification numbers that need Documentum approval from pre-clinical are below:

Current Date: 6/19/2003

Specification Approval Report

Originator Specification	CR Number	Route Date	Voter Department	Voter ID	Vote Date	Vote Cast
Joyce Pave rmis255154	CR255154	04/11/2003	cpc analytical micro	Samir S. Sha	4/18/2003	Approved

cpc_analytical_skin_	Don Risi	4/23/2003	Approved
cpc_pre_clinical			
cpc_prod_dev_akb_all	Joyce Payeur	4/14/2003	Approved
cpc_purch_royston	Karen Pfirr	4/17/2003	Approved
cpc_royston_op_powde	Curtis Coile	4/11/2003	Approved
cpc_royston_qa_powde	Randy Corder	4/15/2003	Approved
specdept_c&pc			

Joyce Paye	rmis255105	CR257575	05/12/2003	cpc_analytical_skin_	Don Risi	5/16/2003	Approved
				cpc_pre_clinical			
				cpc_prod_dev_akb_all	Joyce Payeur	5/12/2003	Approved
				cpc_purch_royston	Carolyn Bank	5/13/2003	Approved
				cpc_royston_op_powde	Loye Dobbs	5/13/2003	Approved
				cpc_royston_aa_powde	Mark Hileman	5/12/2003	Approved
				specdept_c&pc			

Regards,
Joyce Payeur
Tech Assurance-Liquids
Tel: 908-874-1441
Fax: 908-874-1126

Johnson's baby book

Johnson's baby book

Johnson's baby book

Johnson's baby book

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EXHIBIT Q

introduction

JOHNSON'S® is a far-reaching global brand, and the crown jewel of Johnson & Johnson.

Our brand creates a halo for all Johnson & Johnson brands, so every piece of communication must always reflect the values of Johnson & Johnson, quality, integrity and the utmost in care.

This baby book was created to help us all achieve the most consistent and excellent communication for JOHNSON'S® all over the world.





contents

1. brand footprint

- philosophy
- vision
- positioning
- heritage
- timeline
- brand essence
 - feeling of being loved
 - loving care
- unique point of difference
- personality

2. trademarks

- logo usage
- logo colors
- icons (nmt, cpm)
- sub brands & product names

3. pure, mild & gentle

- JOHNSON'S® pure
- JOHNSON'S® mild
- JOHNSON'S® gentle
- supporting claims
- imagery
- colors
- typography
- voice

4. film & television guidelines

- the moment within a moment
- framing
- music, sound & announcer
- casting
- set & props
- lighting & look of film
- signature shots: NO MORE TEARS®
- signature shots: sunlit curls
- signature shots: shampoo comb thru
- signature shots: bedtime
- signature shots: soft skin
- role of the baby
- role of the mom
- role of the product
- application shots
- best for baby, best for you

5. print & integrated communications

- print
- headlines
- photography
- product shots
- regional ad examples



brand footprint

As we move forward, and JOHNSON'S® babies become JOHNSON'S® mothers, we must continue to nurture this powerful bond as only we can.

Here, we put forward the tenets of the JOHNSON'S® baby brand, so that we can communicate our message clearly to mothers and health care professionals around the world.

We believe that from the moment of birth throughout life, a baby needs loving care. At JOHNSON'S® we know that providing that care is both an art and a science. Our responsibility is to provide mom with preferred, clinically proven products that are pure, mild and gentle, engage the senses, evoke warm positive emotions, and ultimately enhance the loving bond between mother and baby.

vision

We will be the baby care brand most trusted by women and health care professionals in every community on earth to provide the purest, mildest and gentlest products for everyday care for their babies, themselves and their families.

Make every baby a JOHNSON'S® baby!



Who are we talking to?

What do we want to communicate?

Why should they believe us?

Primary Target:

Secondary Target:

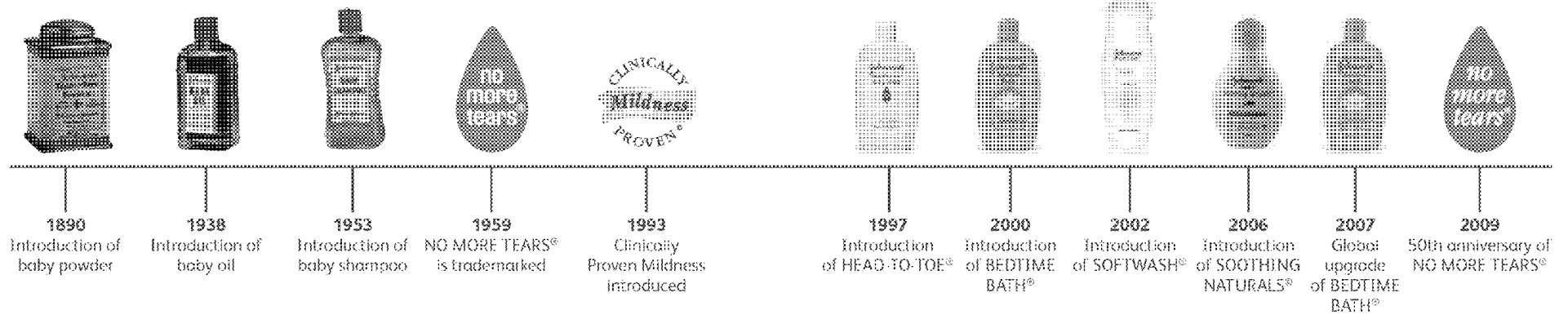
13

heritage

For over 100 years, JOHNSON'S® has been an expert in baby care, trusted by mothers and health care professionals worldwide for gentle formulas that cleanse, moisturize and protect baby's delicate skin and hair. The brand's powerful equity has both an emotional and rational foundation that focuses on the "mother and baby bond," as women have strong memories of the brand and the clinically proven products that are pure, mild and gentle for baby.



timeline



brand essence

Something Bigger

Feeling of being loved; the deep human value for which we stand.

Emotional Benefit

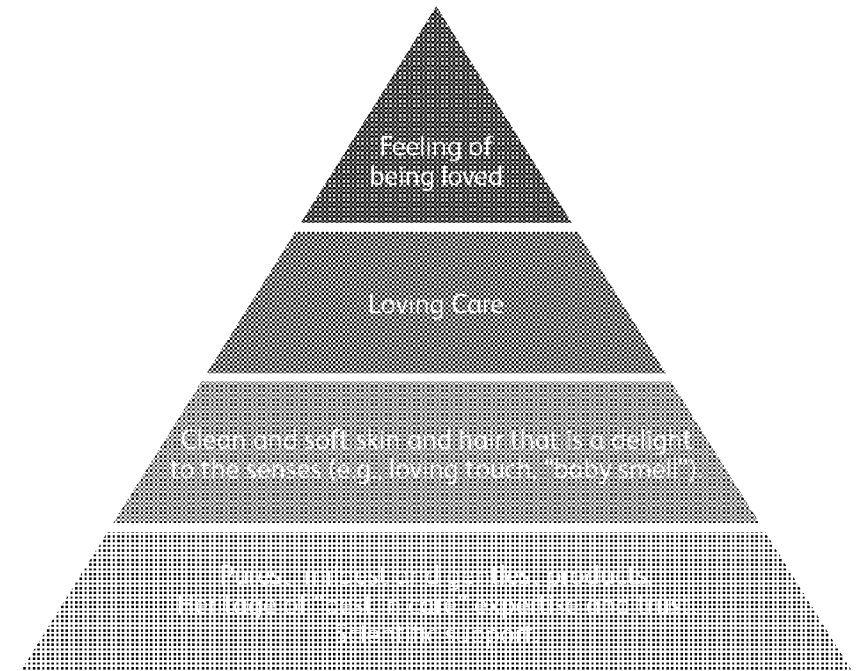
Loving care.

Functional Benefit

We deliver clean, soft skin and hair that is a delight to the senses; loving touch.

Product Attributes

We offer pure, mild and gentle products that are distinctly sensorial, leveraging our heritage of “best in care” expertise and trust, and using scientific support.



brand essence

Feeling of being loved.

The feeling of love is steeped in our heritage. In fact, the feeling is intrinsically linked to JOHNSON'S® and the brand name itself triggers the feeling. The feeling is unmistakable because it is universal and timeless.

"You know it when you feel it."

"It's the feeling you never outgrow."

And to break it down into its component parts, or label it, is to diminish its power and uniqueness.



brand essence

Loving Care

"In the mid-1960's, baby powder advertising took on even greater importance as it began to focus on the intensely important feelings generated between a mother and a newborn child... it became evident that (their) physical relationship had profound effects on the health and well-being of the child, and for that matter, on the mother as well...The company has continued to support research into (this) process now commonly called 'nurturing'..."

— *A Company That Cares*



unique point of difference

Bringing science to the art of healthy living.

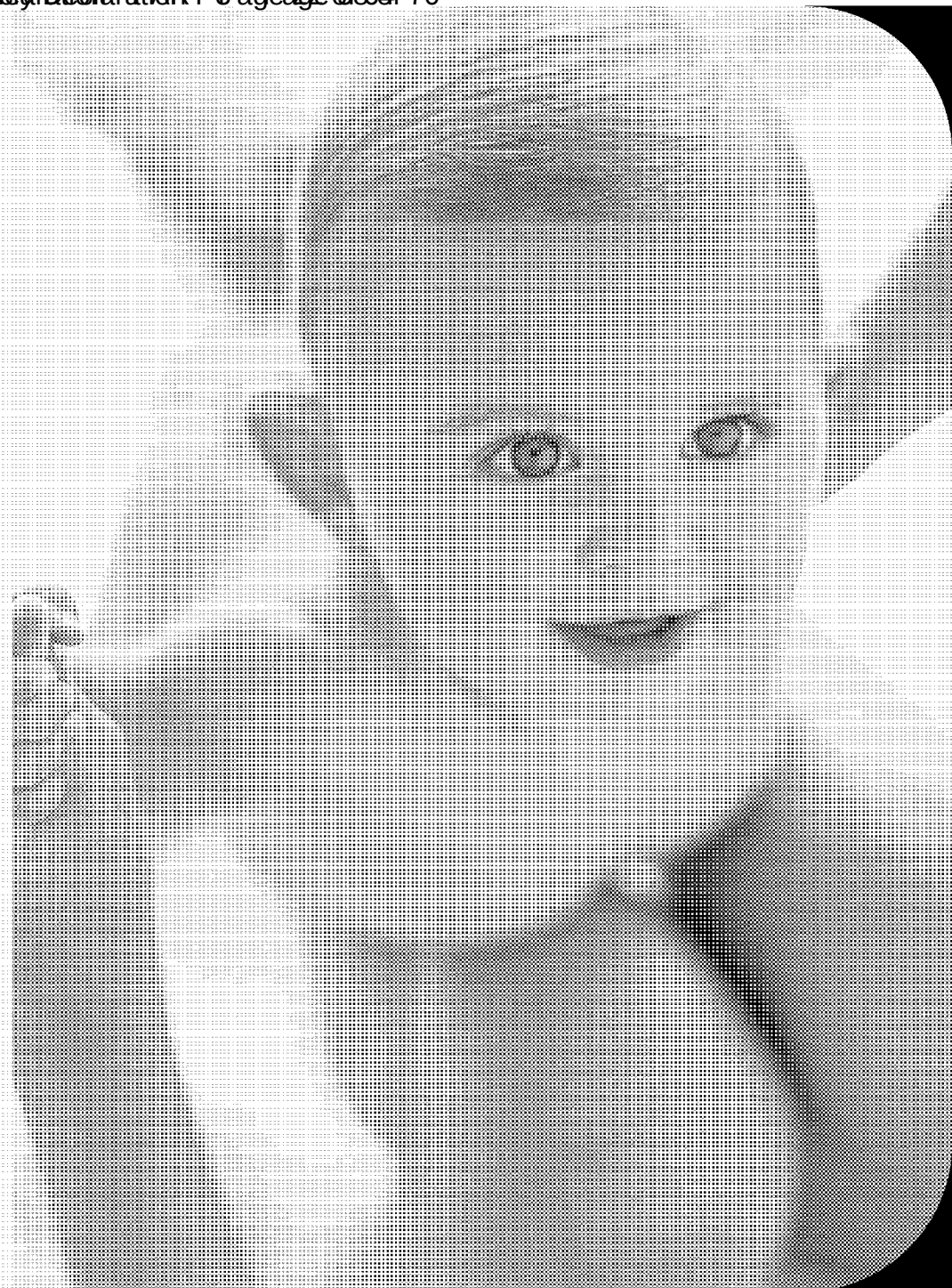
JOHNSON'S® is a wonderful combination of function plus emotion: JOHNSON'S® functional attributes free up mom to enjoy the special emotional moments with her baby.

Functional Benefit: Superior Offerings

Only JOHNSON'S® has over one hundred years of experience providing "best in care," clinically proven products that are purest, mildest and gentlest.

Emotional Benefit: Uniquely enhances the bond

Only JOHNSON'S® gives mom the assurance that she is giving her baby the very best so she can focus on their special time together.



personality

JOHNSON'S® is:

Warm
Caring
Trusted
Knowledgeable
Experienced
Relevant

JOHNSON'S® is not:

Faddish
Glamorous
Pretentious
Frivolous
Superficial



All logo files, trademarks, icons and artwork will be provided by the Global Strategic Design Office.

Do not adjust colors, spacing or format of any of the approved artwork files.

Approved Logos:

Johnson's®

Johnson's[®]
baby

Johnson's® baby



Blue (PMS 300):

Johnson's[®]
baby

Dark Background:

Johnson's[®]
baby

Johnson's[®]
baby

icons

Approved icons:

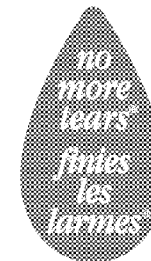
English only: PMS 191 and white



2.3

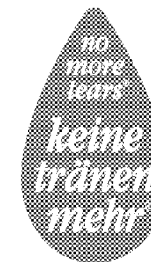
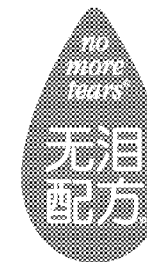
Dual Language Icons:

Equal Emphasis



Dual Language Icons:

Local Language Dominant



Advertising Copy:

sub-brands & product names

In creating a new product name or sub-brand, the word Baby must always appear directly after the JOHNSON'S® brand in text or when treated as a logo.

When a new logo is created, the space between the baseline of the JOHNSON'S® logo and the x-height of baby is to be consistent when the full product name expands to Shampoo, HEAD-TO-TOE® Wash, BEDTIME BATH®, etc. Exceptions to this rule may occur when translation to a local language requires greater separation for legibility.

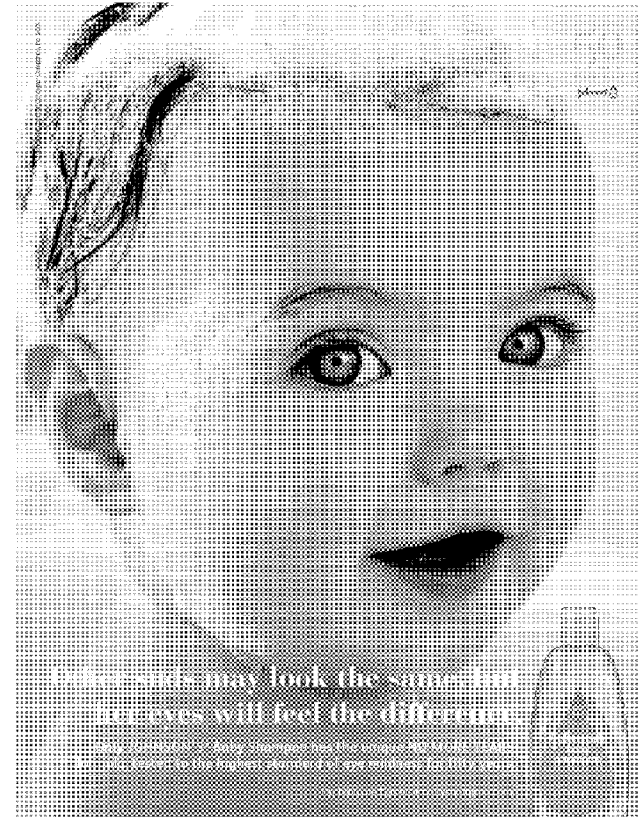
Whenever a trademarked product name or JOHNSON'S® appears in text, it must be capitalized and utilize the appropriate registration symbol.

Examples:

JOHNSON'S®


NO MORE TEARS®

JOHNSON'S® Baby TOP-TO-TOE™ Wash



Packaging Artwork:

Johnson's	Johnson's
baby	baby
shampoo	bedtime
	bath®



pure, mild & gentle

This is JOHNSON'S® legacy, and it is what has helped build the brand to be the trusted global brand it is today. Whenever possible, from product development to all forms of communication, we must reinforce that JOHNSON'S® is the purest, mildest and gentlest choice for babies everywhere.

3

JOHNSON'S® pure

Simplicity, few ingredients, nothing but the essential.

3.3



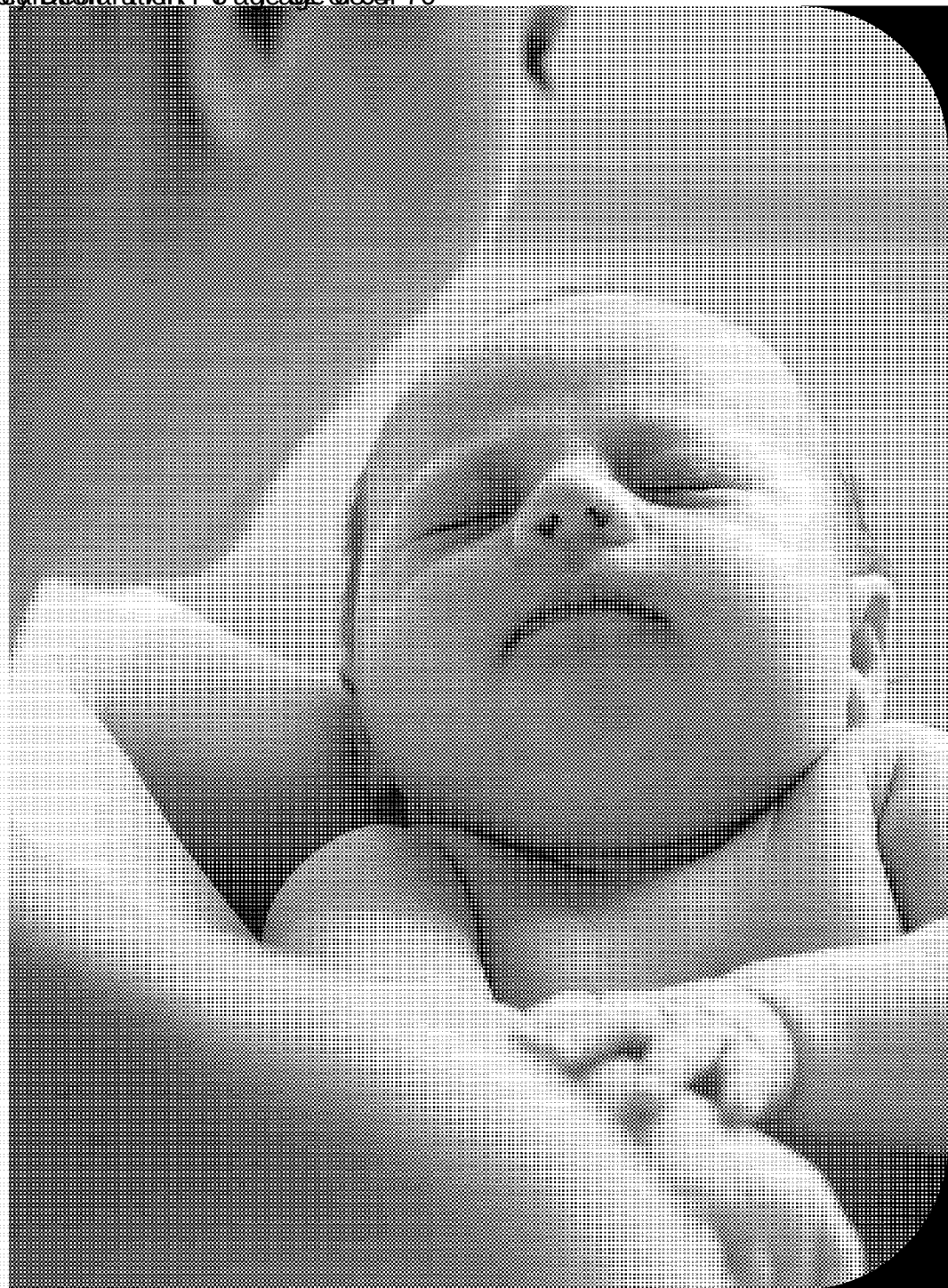
JOHNSON'S® mild

Describes what is not there rather than what is.
Not as strong as the original, less harsh, does no harm.
Often associated with fragrance.



JOHNSON'S® gentle

Describes how a product affects baby's skin or hair.
Kind to the skin, leaves it soft and smooth.



supporting pure, mild & gentle claims

JOHNSON'S® baby products are pure, mild and gentle because they are:

Developed to care for baby's unique physiologic and emotional needs.

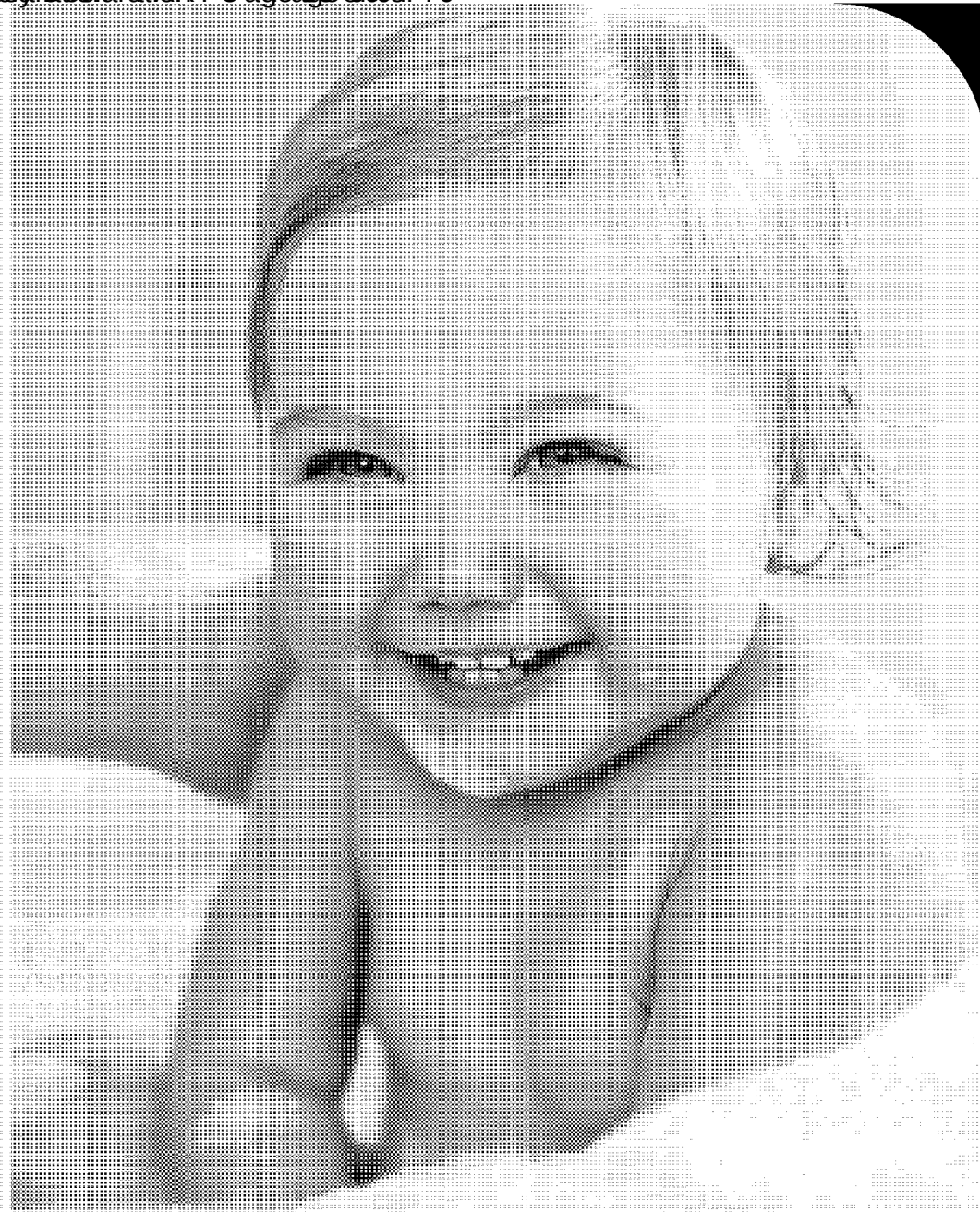
Created with ingredients screened for safety, tolerance & toxicity with specifications created to insure materials are free from contamination.

Tested to insure clinical efficacy, mildness, and safety.

Manufactured to insure integrity from production through shelf life, and use as directed.

Consumer perceive JOHNSON'S® baby products to be Pure, Mild and Gentle.

An ideal combination of function plus emotion, JOHNSON'S® lets mom relax with the knowledge she is doing what's best for her baby.



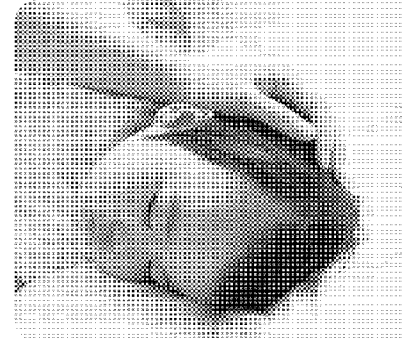
pure, mild & gentle
imagery

JOHNSON'S® imagery is clean, soft, natural, light, gentle, beautiful, aspirational, warm, timeless, muted and intimate.

JOHNSON'S® imagery is not staged, kitschy, unnatural, trendy, gimmicky, harsh, cute, flat, dull, shadowy, brightly colored, cluttered or busy.

三、**三**

JOHNSON'S® is



JOHNSON'S® is not

